

NEW SHOPS ON THE STREET

The Design Court @ 438

The kids boutique with fun things for grown ups too has moved from Sparta Place to a larger shop on Sydney Road. They are now able to showcase a greater range of art prints, clothing and hand made quilts from local/ international crafters. The new space is amazing, new look mirrors and practical layout, beautifully crafted wares – and focus on selling everything bright, fun, floral and fantastic.



Smart Skin Clinics @ Shop 19/459

Recently opening their doors in the Hardwick Building, Smart Skin Clinics are excited to bring their skin care franchise to Brunswick. The brand new clinic aims to make all treatments a comfortable and pleasant experience. Most popular services include Medical Grade Laser Hair Removal, Lipo freeze, Cosmetic Tattoo, Skin Care, Teeth Whitening and more. All cosmetic procedures done by highly trained doctors, nurses and clinicians.



Brew Cult Bar @ 581

BrewCult Bar is the new home of the award winning gypsy brewing company, featuring 10 taps of rotating craft beer as well as arcade games, stand-up comedy, live music, movies and a menu featuring pizzas, burgers and wings. They also have a function space available to be booked. Very relaxed with benches & bar stools, friendly service and offering the odd 'taste first' experience and outdoor area- off the road.



J. Junaid Jamshed @ Shop 2/800

This divine new shop on Sydney Road is their very first to open in the southern hemisphere. This amazing fashion franchise originated in Pakistan (now with 90+ locations) has stores in the U.S. the UK, Canada, Saudi Arabia and beyond. Sydney Road's multicultural community is what inspired them to open here and they will do very well. The expansive new space has something for everyone with both traditional ensembles or current fashion for men and women, along with a great range of shoes, perfume and make up. They want to encourage everyone to come and check them out. If you're into colour- it's worth a very close look!



SYDNEY 1992
Brunswick **ROAD**
ASSOCIATION

JUNE 2017

1/233 Sydney Road, Brunswick, Victoria

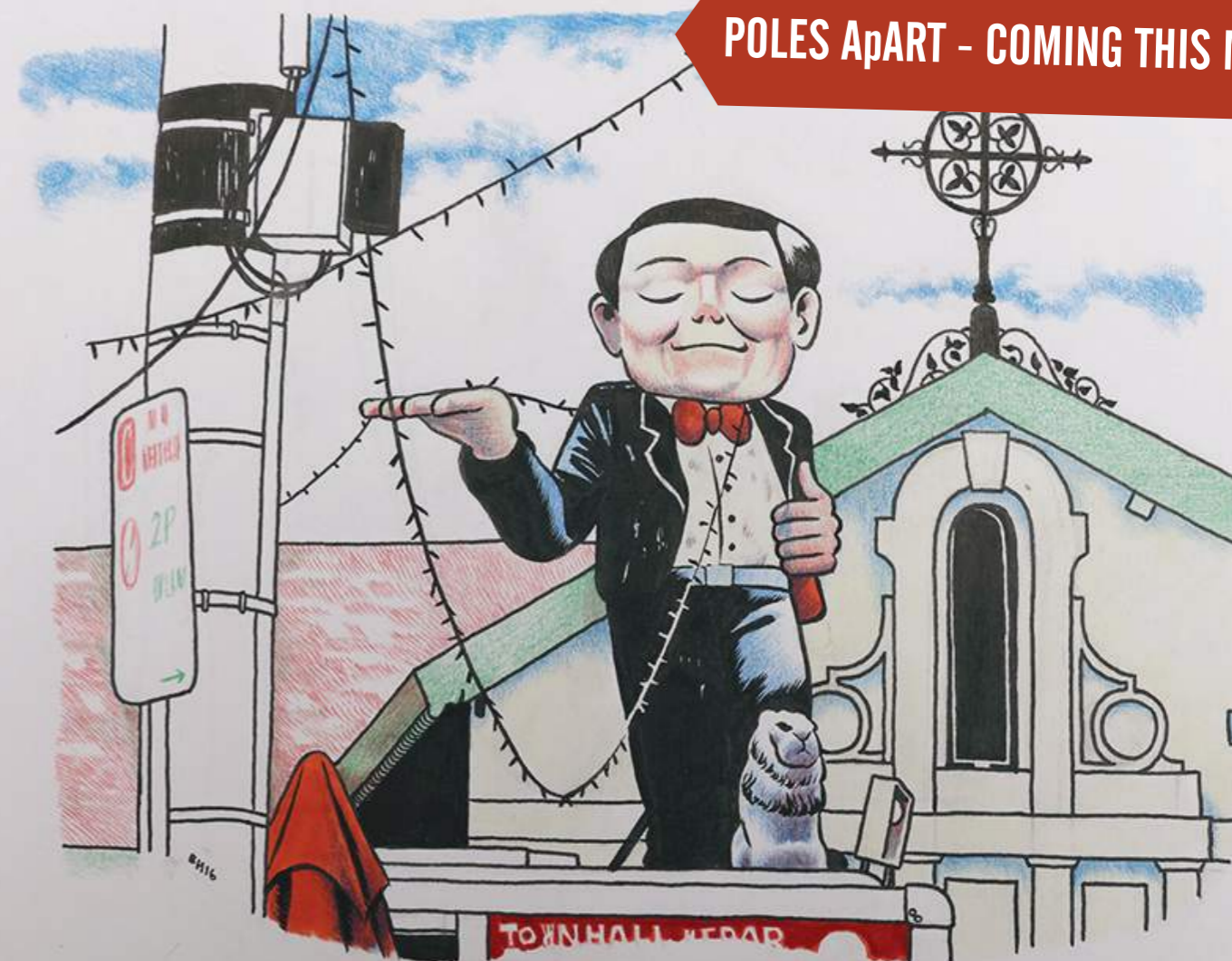
Ph: 9380 2005

info@sydneyroad.com.au | www.sydneyroad.com.au

NEWSLETTER

NEXT MEETING: TUESDAY 13TH JUNE 6PM

POLES ApART - COMING THIS MONTH



ARTWORK BY: BEN HUTCHINGS

\$50 Fake Note Alert!

One of our businesses has kindly informed us that a female customer tried to pay with a fake \$50 note on 5th June. She had multiples and managed to get some past a few other stores around the area. She was mid 40-50, dark hair, average build, about 167cm and looked a little dodgy. Find out how to detect a fake note by video:

<https://au.news.yahoo.com/video/watch/30948062/how-to-spot-a-fake-fifty-dollar-note>

SYDNEY ROAD PARKING UPDATES & SURVEY RESULTS

THANK YOU THANK YOU THANK YOU

It was most appreciated that many businesses completed the survey in time for collection, or completed it Online via Survey Monkey. 240 were received with some interesting results- once collated. We had a good range of Retail/ Food/Business & Bridal categories and in all sections along Sydney Road.

It's difficult to put all the results in a Newsletter but over 75% of businesses were in agreement with the following questions:

- Extended footpaths (and removing carparking) would not increase their business.
- Sales figures would not be maintained if it became a destination for locals only.
- Customers complain about lack of parking and the Clearway/towaway times.
- Less customers in the shop in Clearway/towaway times.
- Removing all carparking on SRoad would definitely affect trade and the 'nature of the strip'- atmosphere.
- Agree if the above were to happen, SRoad would become a through-traffic thoroughfare.
- Do not agree with removing all carparking on street for a designated bike lane.

These outcomes will be presented to the ' Stakeholder' meeting on 21st June, (Vic Roads, Yarra Trams, Moreland Council, Bicycle Group Vic, PTV etc) reflecting the opinions of the 240 samples collected.

Codesign stakeholders UPDATE

The Co-design meeting of Stakeholders, set for May, was postponed till June. I have been working on a presentation, compiling all the facts and figures collected, ready for the June meeting.

A short update: The project in June/July is aiming to identify a range of initiatives to address the transport challenges, liveability & economic sustainability of physical assets and required performance levels. We have been assured that Community and Trader activities to inform & test a range of initiatives will take place.

August /Sept is aiming for Design options - to generate potential solutions for the future of Sydney Road that consider the wider transport network. Consideration to short term/ long term priorities, infrastructure & non infrastructure needs, issues on amenities, network & corridor, and funding options is the aim. Feedback on draft design options- will take place- on what makes a vibrant street & a great place.

Welcome to Sonja Adelle - Graphics, Social Media & Website

Sonja is a local freelance designer who is joining the SRBA team. She has bachelor's degree in visual communication and design and a background in management. Using her skills in print and digital design, Sonja aims to leverage social media and marketing to increase sales and grow Sydney Road Businesses. You can view Sonja's portfolio at: www.sonjaadelle.com
Don't forget to tag us or let us know if there is anything you want to share on our Social Media!



Reminder - Changes to outdoor smoking

From 1 August 2017, changes to the Tobacco Act 1987 will mean that smoking is banned at all Victorian commercial outdoor dining areas when food is available for consumption. This includes courtyard dining areas, footpath dining and within 10-metres of a food stall. Smoking will also be banned in an outdoor drinking area if any part of that area is within 4-metres of an outdoor dining area, unless separated by a wall of at least 2.1-metres high. The Department of Health and Human Services have developed a number of guidelines and fact sheets that explain the new laws and how businesses need to comply.



Download these at www.health.vic.gov.au/tobaccoreforms or call the Tobacco Information Line on 1300 136 775 for more information.

Moreland City Council

Moreland Business & Leadership Program

Workshop 4 - Social Media Marketing

Wednesday 28 June 6:30pm \$35 pp

Brunswick Business Incubator, 420 Victoria St

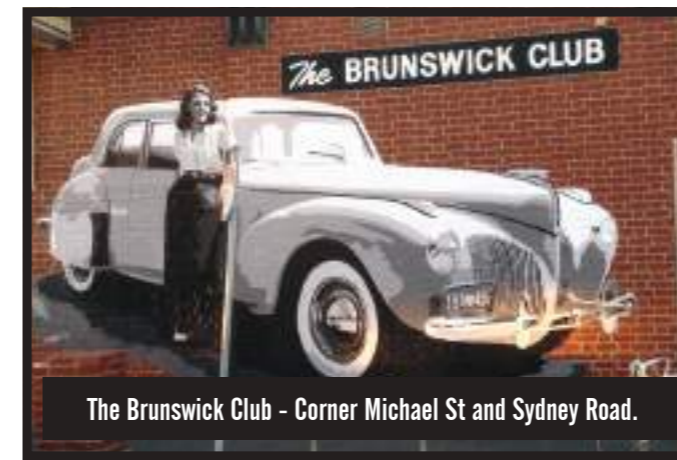
Moreland Business Women's Network (MBWN)

Coffee Conversations for 2017

Tuesday 4th July 10am - 11.30am, Venue TBC

Moreland Business Women's Network (MBWN) - Coffee Conversations for 2017 provide local business women with the opportunity to meet other like-minded women and listen to a guest speaker share their expertise in the business world. The sessions are held on the first Tuesday of each month in 2017 at a different cafe to share the support for our local traders. Attendance is free but bookings are essential, so we can tell the venue an approximate number coming along.
Bizmoreland.com.au

New Mural by Theo Hartman - Check it out !



With the aim to reduce the continued tagging on street corner walls the Association has commissioned its second mural. The Brunswick Club (on the corner of Michael St), was originally the Lyric Theatre, showing silent films. Actress Rita Haywood is pictured here with her 1941 Lincoln continental automobile.

Bus Ads

If you're travelling along Munro St or around the Northern suburb bus routes, make sure to check out the artwork on the back of the buses-(Moreland Rd and Essendon routes).

The latest Sydney Road Ads are on the move ! Business services and retail services have been highlighted, and are a continuation of last years bus ad's for food and the bridal industry....all here for you in Sydney Road Brunswick !



Here's an idea! Suggestion for Sydney Road Cafes - save the landfill!

Recently featured on ABC's War On Waste - Responsible Cafes is a new initiative promoting cafes who give 30-50c discount to customers bringing in reusable cups for takeaway coffee/tea. If you're interested in doing this or you're already doing it - signing up will list you on their website and send you a printable poster about the discount.

For more information: www.responsiblecafes.org



BRAD TEAL

Thanks to BRAD ! (Brad Teal that is !)

Brad Teal Real Estate Agency was most obliging in Sponsoring two large advertising boards along Sydney Road, to help promote the Sydney Road Street Party this year, and the Anstey Village Festival in April. We really appreciated their support in getting this erected at short notice, for both these community events - it certainly helped get the word out.

Latest advertising for Sydney Road :

- Inner City Circle- new magazine in the North
- Melbourne This Week- tourism magazine
- Destinations Victoria- glossy A4 magazine for hotels
- Distribution of Sydney Road tourism brochures
- Adelaide & Sydney Hostel and backpackers outlets- 2,000



Destinations Victoria



Inner City Circle



Melbourne This Week



Tourism brochure

Poles ApART

The light poles are in final stages of being allocated the artworks to be applied. Then there's the huge task of applying them- but we are hoping this project will bring interest to the street and deter the ongoing ugly bill-posting